

To: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Myers, Keith, Ridge, Robert, Burrows, Robert, Westenberger, R, Keeney, David, Jurgensen, Kurt T., Leonard, John M., Kight, Earl, Macleod, Stephen, Mclean, James J., Eckardt, Diane C.
From: Natale, Fray
Posted: 10/3/96 14:00
Opened: 10/4/96 14:00
Subject: Q 4 PRICE GAP

LADIES AND GENTLEMEN,

THE ATTACHED OUTLINES THE Q4 PRICING STRATEGIES EFFECTIVE NOW.

CHANGES ARE MINIMAL. MAIN ONE TO NOTE IS WE WILL NOW RESPOND TO KOOL NEWPORT AND MARLBORO MENTHOL BSGSF WITH DISCOUNTING.

WE HAVE ALSO REMOVED WINSTON BY EXCEPTION IN SM DUE TO LOW RESPONSE OF DISCOUNTING RESPONSE IN SM AND THE NEED TO BETTER UTILIZE THE LIMITED FUNDS. IT IS STILL OK TO UTILIZE ACCRUAL FUNDS IN THE SUPERMARKETS. IT IS STILL OK TO PROTECT OUR SM PARTNERS WITH DISCOUNTING, BUT THIS SHOULD BE THE EXCEPTION VS THE RULE. BOTTOM LINE WE GET MINIMAL RETURN PER PROMOTION DOLLAR IN SM.

THIS INFO HAS BEEN MAILED TO ALL TODAY (THURSDAY 10/3).
THANKS
FRAY

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